

Amendments to the Claims:

Please cancel Claims 7, 10, 11, 14, 29-31, 35, 40, 41, 50, 55-57, 62-64 and 66.

Please replace all prior versions, and listings, of Claims in the application with the following:

1. (Currently Amended) A computer system for interactive shopping comprising: a processor; a database coupled to the processor; and at least one handheld data entry unit including an internal memory; the data entry unit being programmed to: scan physical items; store item information corresponding to the scanned items in the internal memory; and upload the item information from the internal memory of the data entry unit to the database; the processor being programmed to: create an unassigned list of items corresponding to the item information uploaded to the database; and provide a Web site that is in communication with the database, the Web site allowing a user to generate one or more wish lists, each wish list including one or more of the items from the unassigned list; wherein the processor is further programmed to use SKU data to identify a specific retailer where each physical item was scanned; wherein the user can designate the personal preferences Public; wherein the user can designate the personal preferences Private such that a password is required for buyers to access the personal preferences; and wherein the processor is further programmed to require a buyer to enter a password to access a Private wish list.

2. (Original) The system of Claim 1, wherein the processor is further programmed to allow the user to create an access mechanism that notifies selected buyers of the existence of the wish list.

3. (Original) The system of Claim 2, wherein the access mechanism is a share list.
4. (Original) The system of Claim 1, wherein the processor is further programmed to allow a buyer to search for and view the wish list via the Web site.
5. (Original) The system of Claim 1, wherein the processor is further programmed to allow the user to register after scanning items.
6. (Original) The system of Claim 1, wherein the processor is further programmed to allow the user to register before scanning items.
7. (Cancelled)
8. (Original) The system of Claim 1, wherein the processor is further programmed to provide the user's personal preferences to one or more buyers via the Web site.
9. (Original) The system of Claim 8, wherein the user's personal preferences are only displayed once a buyer accesses a specific wish list.
10. (Cancelled)
11. (Cancelled)

12. (Original) The system of Claim 1, wherein the processor is further programmed to allow the user to associate the scanned items with a member identification number.

13. (Original) The system of Claim 1, wherein the processor is further programmed to allow a plurality of member identification numbers to be associated with one user account.

14. (Cancelled)

15. (Original) The system of Claim 1, wherein the processor is further programmed to notify selected buyers of the existence of the wish list by sending an e-mail to the selected buyers.

16. (Original) The system of Claim 15, wherein the selected buyers are chosen from an address book stored in the database.

17. (Original) The system of Claim 15, wherein the e-mail includes a hyperlink with an embedded password for accessing a Private wish list.

18. (Original) The system of Claim 1, wherein the data entry unit is selected from the group consisting of a barcode scanner, a personal digital assistant (PDA), and a wireless telephone.

19. (Original) The system of Claim 1, wherein the data entry unit comprises a scanner.

20. (Original) The system of Claim 1, wherein the data entry unit is further programmed to scan a barcode associated with an item in a catalog.

21. (Original) The system of Claim 1, wherein the data entry unit is further programmed to scan a barcode associated with an item in a magazine.

22. (Original) The system of Claim 1, wherein the wish list is organized by specific retailers.

23. (Original) The system of Claim 22, wherein the wish list is organized by tabs corresponding to the specific retailers.

24. (Original) The system of Claim 1, wherein the Web site allows a user to edit one or more wish lists.

25. (Original) The system of Claim 1, wherein the processor is further programmed to allow the user to add items to the wish list by shopping on-line.

26. (Original) A method of shopping comprising: providing a database and a handheld data entry unit including an internal memory; storing item information corresponding to items scanned in a physical retailer in the internal memory of the data entry unit; uploading the item information from the internal memory of the data entry unit to the database; creating a wish list that includes the items; storing the wish list on the database; providing a Web site that allows a buyer to search for and view the wish list; using SKU data to identify the physical retailer where an item was scanned; determining the identity of the physical retailer by using the SKU data and data identifying a particular mall; providing the user's personal preferences to one or more buyers via the Web site; associating scanned items with a member identification number; associating a plurality of member identification numbers with one registered user; and requiring a buyer to enter a password to access a Private wish list; wherein the SKU data includes data identifying the physical retailer.

27. (Original) The method of Claim 26, further including allowing a user to create an access mechanism that notifies selected buyers of the existence of the wish list.

28. (Original) The method of Claim 26, further including registering after scanning items in the physical retailer.

29. (Cancelled)

30. (Cancelled)

31. (Cancelled)

32. (Original) The method of Claim 26, further including providing the user's personal preferences to one or more buyers via the Web site.

33. (Original) The method of Claim 26, further including associating scanned items with a member identification number.

34. (Original) The method of Claim 26, further including associating a plurality of member identification numbers with one registered user.

35. (Cancelled)

36. (Currently Amended) The method of Claim ~~35~~26, further including embedding the password in a hyperlink.

37. (Original) A method of shopping comprising: providing a database and a handheld data entry unit including an internal memory; storing item information corresponding to items scanned in a physical retailer in the internal memory of the data entry unit; uploading the item information from the internal memory of the data entry unit to the database; creating a wish list that includes the items; storing the wish list on the database; transmitting a message to a buyer in order to inform the buyer of the existence of the wish list; ~~and~~ allowing a user to create an access mechanism that notifies selected buyers of the existence of the wish list; using SKU data to identify the physical retailer where an item was scanned; and providing the user's personal preferences to one or more buyers via the Web site.

38. (Original) The method of Claim 37, further including allowing a buyer to search for and view the wish list via the Web site.

39. (Original) The method of Claim 37, further including registering after scanning items in the physical retailer.

40. (Cancelled)

41. (Cancelled)

42. (Original) The method of Claim 37, further including associating scanned items with a member identification number.

43. (Original) The method of Claim 37, further including associating a plurality of member identification numbers with one registered user.

44. (Original) The method of Claim 37, further including requiring a buyer to enter a password to access a Private wish list.

45. (Original) The method of Claim 44, further including embedding the password in a hyperlink.

46. (Original) A computer server for hosting an interactive shopping system comprising: a processor; and a database accessible to the processor; the processor being programmed to: upload data representing one or more items from a handheld data entry unit to the database; create an unassigned list of items corresponding to the data uploaded to the database; provide a Web site that is in communication with the database, the Web site allowing a user to generate one or more wish lists, each wish list including one or more items from the unassigned list; transmit a message to a buyer in order to inform the buyer of the existence of one or more of the wish lists; and allow the user to create an access mechanism that notifies selected buyers of the existence of the wish list; wherein the processor is further programmed to use SKU data to identify a specific retailer where each item was scanned; wherein the processor is further programmed to notify selected buyers of the existence of the wish list by sending an e-mail to the selected buyers.; wherein the selected buyers are chosen from an address book stored in the database; wherein the e-mail includes a hyperlink with an embedded password for accessing a Private wish list.

47. (Original) The computer server of Claim 46, wherein the access mechanism is a share list.

48. (Original) The computer server of Claim 46, wherein the processor is further programmed to allow a buyer to search for and view the wish list via the Web site.

49. (Original) The computer server of Claim 46, wherein the processor is further programmed to allow the user to register after scanning items.

50. (Cancelled)

51. (Original) The computer server of Claim 46, wherein the processor is further programmed to provide the user's personal preferences to one or more buyers via the Web site.

52. (Original) The computer server of Claim 46, wherein the processor is further programmed to allow the user to associate scanned items with a member identification number.

53. (Original) The computer server of Claim 46, wherein the processor is further programmed to allow a plurality of member identification numbers to be associated with one user account.

54. (Original) The computer server of Claim 46, wherein the processor is further programmed to require a buyer to enter a password to access a Private wish list.

55. (Cancelled)

56. (Cancelled)

57. (Cancelled)

58. (Original) A method of creating a list of one or more items and communicating the list over the Internet, the method comprising: uploading data representing the items from a handheld data entry unit to a database; creating an unassigned list of items from the data uploaded to the database; providing a Web site that is in communication with the database, the Web site allowing a user to assign one or more items from the unassigned list to one or more wish lists; ~~and~~ providing a Web site that allows a buyer to search for and view the wish list; using SKU data to identify a specific retailer where each item was scanned; providing the user's personal preferences to one or more buyers via the Web site; associating scanned items with a member identification number; and requiring a buyer to enter a password to access a Private wish list.

59. (Original) The method of Claim 58, further including allowing the user to create an access mechanism that notifies selected buyers of the existence of the wish list.

60. (Original) The method of Claim 58, further including registering after scanning items.

61. (Original) The method of Claim 58, further including registering before scanning items.

62. (Cancelled)

63. (Cancelled)

64. (Cancelled)

65. (Original) The method of Claim 58, further including associating a plurality of member identification numbers with one registered user.

66. (Cancelled)

67. (Original) The method of Claim 58, further including allowing the user to add additional items to the unassigned list by shopping at electronic retailers.

68. (Original) The method of Claim 58, further including allowing the user to add additional items to the unassigned list by shopping at physical retailers.

69. (Original) The method of Claim 58, further including: linking the buyer to the Web site; and displaying a Web page containing one of the user's wish lists.